

Standard Small Monthly Planners

AVAILABLE IN 12
PRE-PRINTED
STOCK COVERS

#7045 Stitched to Cover



See page 72.

#7040 Wire Bound with Cover

SIZE: Open 11" x 8½", Closed 5½" x 8½"

GENERAL INFORMATION FOR #7040 & #7045

- Construction:** 32 page (14-month Dec. 2010 - Jan. 2012) planner (#7040: spiral bound with black wire) (#7045: stitched) to an imprinted front paper cover and a blank back cover. Contact the factory for custom insert options.
- Ad Copy Area:** 5" x 3", 5 lines of copy in black on outside front cover. Space available for printing on inside front cover, see below.
- Cover Stock:** Choose 1 of the 12 cover designs as shown to the right. Please indicate selection with order.
- Ad Copy Color:** Black on pre-printed stock.
- Outside Front Cover:** UV Clear Coated to protect the imprint.
- Approx. Shipping Weight:** 150 lbs. per 1000.
- Add Extra Sheets:** Contact factory.
- Rush Service:** (7040 only) See page 72.

ACCESSORIES & OPTIONAL EXTRAS FOR #7040 & #7045

- Envelopes, planners inserted each 22¢ (G)
- Envelopes with chipboard protector, ...
... planners inserted: each 30¢ (G)
- Copy: Extra lines (over 5) each \$2.50 (G)
- Change of copy: (1-color, all journals shipped ...
... to same address): \$32.00 (G)
- Special color match each \$24.00 (G)
- Less than minimum charge \$30.00 (G)
- Absolute minimum: 50 pieces.
- Additional imprint color ...
... (maximum 1 additional) ... \$19.00 (G) set-up
... plus 10¢ (G) each running charge
- Set-up for other standard ad colors ... \$15.00 (G)
- Other standard colors available: 873 Gold, 185 Red, 464 Brown, 202 Maroon, 021 Orange, 347 Green, 282 Blue, 281 Blue and Process Blue
- Substitute blank, white C1S Cover N/C
- Add Year-In-View® to outside front cover ... N/C



TAN WEAWE BLUE WEAWE

NOTE: Monthly planner pad special features shown on page 68.

PRODUCT PRICING FOR #7040 & #7045

| | Quantity | 100 | 250 | 500 | 750 | 1000 | 1500 | 2500 |
|--------------------------------------|----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| #7040 | price each before 5/31/2010 | 3.55 | 2.49 | 2.10 | 1.95 | 1.69 | 1.61 | 1.55 |
| w/black ad | price each after 5/31/2010 | 3.94 | 2.76 | 2.33 | 2.16 | 1.88 | 1.79 | 1.72 |
| #7045 | price each before 5/31/2010 | 3.35 | 2.29 | 1.90 | 1.75 | 1.51 | 1.43 | 1.37 |
| w/black ad | price each after 5/31/2010 | 3.72 | 2.54 | 2.11 | 1.94 | 1.68 | 1.59 | 1.52 |
| Print 1-color* black inside cover | add to above: price ea. all year | 1.10 | 0.48 | 0.27 | 0.20 | 0.15 | 0.12 | 0.09 |
| Print Full-color* outside cover | add to above: price ea. all year | 1.59 | 0.80 | 0.54 | 0.45 | 0.37 | 0.33 | 0.30 |

* Pricing includes placing print-ready art, typesetting simple copy, set-up charges and one proof.

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For additional options, general information & art requirements see pages 92-96.